http://www.uwstout.edu/programs/bsgcm/

Graphic Communications Management

Introduction

UW-Stout's Bachelor of Science Degree program in Graphic Communications Management prepares managers and supervisors for the printing and publishing industry. Students develop an understanding of the production process, from design through manufacturing of a product to distribution of that product. As members of a production team, graphic communication managers work with other professionals in the industry to make important decisions on design, estimating, materials, production planning, inventory, scheduling and quality control of printed products.

Through intensive hands-on laboratory environment, the program addresses skills necessary for students to succeed in the global marketplace of print media. A strong emphasis is placed on the application of theory and laboratory experience to the solution of real world problems. This program will prepare pragmatic managers of print production with the ability to respond aggressively to the needs of the marketplace; to apply research and theory to the development of marketable print media products using efficient processes; and to design with an awareness of the realities of the manufacturing process, cost, environment and needs of the customer and society.

Students involved in Graphic Communications Management are required to enroll in an industrial work experience program for six to eight months in the printing, publishing and packaging industry to gain practical experience to bridge the gap from the academic classroom and laboratories of the university to the real world of work.

Well-rounded professionals are produced by a balanced curriculum made up of the following components: general education; professional management studies; and technical skills that apply to a selected professional emphasis area.

Three student professional organizations complement the classroom and laboratory experiences encountered by Graphic Communications Management Students. The Stout Typographical Society (STS) is production-focused organization that runs a printing business and sponsors industry speakers, golf tournaments and social events, as well as an annual three-day industry field trip. The Technical Association of the Graphic Arts (TAGA) is a research oriented organization whose members research and write technical research papers that are compiled into a technical publication and entered in a competition at an international conference each spring. Graphic Communications eXchange (GCX) is a management-oriented organization that promotes leadership and professional development in its members through a wide variety of activities.

The Graphic Communications Management program is accredited by the National Association of Industry Technology (NAIT).

Definitions

UW-Stout offers a degree program and a concentration that are similar in name. "Graphic Communications Management" and "Graphic Design" (*a concentration in the BFA in Art program*) are different, and offer students a choice of two professional areas.

Graphic Communications Management prepares supervisors and managers for the printing and publishing industry. Graphic communications managers work with other industry professionals to make decisions on design, estimating, materials, production planning, scheduling and quality control of all types of printed products and materials. Graphic communications managers need an understanding of the printing and publishing processes, including prepress, press and postpress systems.

Graphic Design encompasses all verbal and visual information produced for commercial reproduction. The graphic designer creates, selects and organizes elements to be reproduced in both print and nonprint formats. The purpose of graphic design is visual communication in a form that is attractive and easily understood. Print materials, exhibition design, video graphics, package design, signage, and corporate identification are examples of work produced by the graphic designer.

General Requirements
Bachelor of Science Degree

Total for graduation	124
General Education	49
Major Studies	63
Emphasis Area	12

Program Requirements

General Education

49 credits required

A. Communication Skills **8 Credits**

ENGL-101	Freshman English – Composition	3
ENGL-102	Freshman English – Reading and Writing	3
SPCOM-100	Fundamentals of Speech	2

B. Analytic Reasoning **6-7 Credits**

STAT-130	Elementary Statistics *or*	
STAT-320	Statistical Methods	2-3
MATH-121	Introductory College Mathematics II	4

C. Health and Physical Education **2 Credits**

Courses must be from areas of health, physical education or nutrition.

D. Humanities and the Arts **9 Credits**

Courses must be from three or more areas including art history, creative arts, foreign language and culture, history, literature, music appreciation, performing arts and philosophy.

E. Social and Behavioral Sciences **9 Credits**

ECON-201	General Economics *or*	
ECON-210	Principles of Economics	3

Remaining courses must be from two additional areas including anthropology, geography, political science, psychology and sociology.

F. Natural Sciences (with Lab) **13 Credits**

BIO-111	Science, Society and Environment	4
CHEM-115	General Chemistry	5
PHYS-211	Introduction to Physics	4

G. Technology **2 Credits**

Major Studies

63 credits required

Professional Management Component **25 credits**

GCM-495	Graphic Communications Seminar	3
GCM-480	Graphic Communications Customer Service and Administration	3
GCM-X49	Cooperative Education Experience	2
INMGT-120	Quality Concepts	3
INMGT-200	Production Operations Management	3
INMGT-300	Engineering Economy	2
INMGT-400	Organizational Leadership	3
BUACT-201	Financial – Managerial Accounting	3
BUACT-206	Accounting I	3
BUMKG-330	Principles of Marketing	3

Technical Component **38 credits**

GCM-141	Graphic Communications	3
GCM-151	Prepress Tools and Processes	3
GCM-251	Digital Pre-Press File Creation	3
GCM-266	Digital and Offset Press Systems	4
GCM-270	Post-Press Operations and Planning	3
GCM-351	Digital Prepress Workflow Management	3
GCM-363	Package Printing	4
GCM-367	Reproduction Measurement and Control	3
GCM-380	Graphic Communications Estimating and Scheduling	3
GCM-443	Graphic Communications Practicum	3
GCM-445	Publication Production	3
GCM-470	Graphic Communications Distribution Management	3

Emphasis Areas **12 credits**

Choose a 12-credit emphasis area from the list provided by your advisor. Current areas include: Sales/Marketing, Packaging, Production Supervision, Production Operations, Industrial Safety/Loss, Quality, Digital Photography, Training and Development, Technical Writing, Layout and Design, or a customized emphasis approved by your advisor.